LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD# BUC130-D1 REQ# M18640 "THE BUCK STARTS HERE" - PG 4/C 5-5/8 X 7-3/4 TV GUIDE, 1990
Printed in U.S.A.

THE BUCK STARTS HERE

Full rich flavor, not full price.

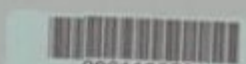
Available in Kings & Kings Lights.

© Philip Morris Inc. 1990

Mfr. suggested retail price.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Kings: 14 mg "tar," 1.1 mg nicotine—Kings Lights: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.



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